

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) ~~An optimum character string placing program that causes a computer to place a character string so as not to overlap another character string in a demarcated region;~~

~~the program causing the computer to:~~

A computer program product for optimizing character string placing, the computer program product stored on a computer readable medium and adapted to perform operations comprising:

~~Perform~~ performing a horizontal placement to place ~~the character~~ a character string along a prospective guide line that is located at the center of prospective guide lines that are longer than the longest horizontal segment of the area of the character string, the prospective guide lines being drawn as virtual horizontal lines at regular intervals in the demarcated region.

2. (Canceled)

3. (Canceled)

4. (Currently Amended) ~~The optimum character string placing program as claimed in~~  
The computer program product of claim 1, wherein the computer is caused to perform operations function comprises:

adjusting placement to move the placed character string vertically or horizontally within the demarcated region.

5. (Currently Amended) ~~The optimum character string placing program as claimed in~~  
The computer program product of claim 1, wherein the computer is caused to perform operations function comprises:

centering placement to arrange the placed character string in such a manner that the distances between the demarcated region segments that demarcate the demarcated region and dots on character string region segments that demarcate the character string region are made uniform.

6. (Currently Amended) ~~An optimum character string placing program that causes a computer to perform horizontal placement, tilting placement, and pull-out placement,~~

~~the horizontal placement being performed to place a character string along a prospective guide line that is located at the center of prospective guide lines that are longer than the longest horizontal segment of the area of the character string, the prospective guide lines being drawn as virtual horizontal lines at regular intervals in a demarcated region,~~

~~the tilting placement being performed to diagonally place the character string along the longest demarcated region segment among demarcated region segments that demarcate the demarcated region,~~

~~the pull-out placement being performed to place the character string in an adjacent demarcated region in which the longest demarcated region segment among the demarcated region segments that demarcate the demarcated region is located, the longest demarcated region segment being shared between the demarcated region and a neighboring demarcated region,~~

~~the program causing the computer to carry out:~~

A computer program product for optimizing character string placing, the computer program product stored on a computer readable medium and adapted to perform operations comprising:

a first step for performing the performing a first horizontal placement and/or the or a first tilting placement on all demarcated regions;

a second step for performing the performing a pull-out placement on each demarcated region in which the first horizontal placement and/or the or the first tilting placement cannot be performed in the first step, assuming that the character string placed in the first step the first horizontal placement or the first tilting placement has not been placed;

~~a third step for performing the~~ performing a second horizontal placement and/or the or  
a second tilting placement again to place the character string placed in ~~the first step, the first~~  
horizontal placement or the first tilting placement, and, when the placement cannot be  
performed because of the character string placed through the pull-out placement  
~~in the second step~~, nullifying the character string placed through the pull-out placement  
hindering the placement, thereby placing the character string through the second horizontal  
placement and/or the or the second tilting placement.

7. (Currently Amended) ~~The optimum character string placing program as claimed in~~  
The computer program product of claim 6, wherein the computer is caused to perform  
operations function comprises:

an adjusting placement to move the character string vertically or horizontally within  
the demarcated region, when the character sting cannot be placed through the first horizontal  
placement ~~and/or or the first~~ tilting placement ~~in the third step~~. placement.

8. (Currently Amended) ~~The optimum character string placing program as claimed in~~  
The computer program product of claim 6, wherein the computer is caused to perform  
operations function comprises:

a replacing placement, after the third step the second horizontal placement or the  
second tilting placement, to place alternative display objects such as characters, other  
character strings, symbols, or graphics, instead of the character string that cannot be placed in  
~~the first through third steps~~ the first horizontal placement or the first tilting placement, the  
pull-out placement, or second horizontal placement or the second tilting placement.

9. (Currently Amended) ~~The optimum character string placing program as claimed in~~  
The computer program product of claim 8, wherein the computer is caused to perform the  
operations function comprises:

the pull-out placement again prior to the replacing placement.

10. (Currently Amended) ~~The optimum character string placing program as claimed in~~  
The computer program product of claim 6, wherein the computer is caused to perform  
operations function comprises:

a centering placement to arrange the already placed character string in such a manner  
that the distances between demarcated region segments that demarcate the demarcated region  
and dots on character string region segments that demarcates the character string region are  
made uniform, after the first horizontal placement ~~and/or the~~ or the first tilting placement in  
~~the third step~~ placement.